

The ball that  
makes them  
flip their

caps  
... the Super  
Maxfli

Maybe *your* golfers just grin when they lift a long wood shot off the fairway onto the green. No matter. Hat-flippers or grinners — both types are showing satisfaction *plus*. And satisfaction plus is what sells Super Maxfli golf balls.

The satisfaction that a golfer gets from a Maxfli comes straight from this ball's four key features:

**DISTANCE.** No ball gives a golfer greater distance than the Super Maxfli. Regularly conducted tests prove that there is no longer ball.

**ACCURACY.** No ball plays more accurately off every club because no golf ball is built to more exacting standards of manufacturing precision.

**CONSISTENCY.** No ball delivers more consistent performance than the Super Maxfli. Every Super Maxfli is constructed and tested within exceedingly narrow limits of internal compression. Every Super Maxfli plays outstandingly the same!

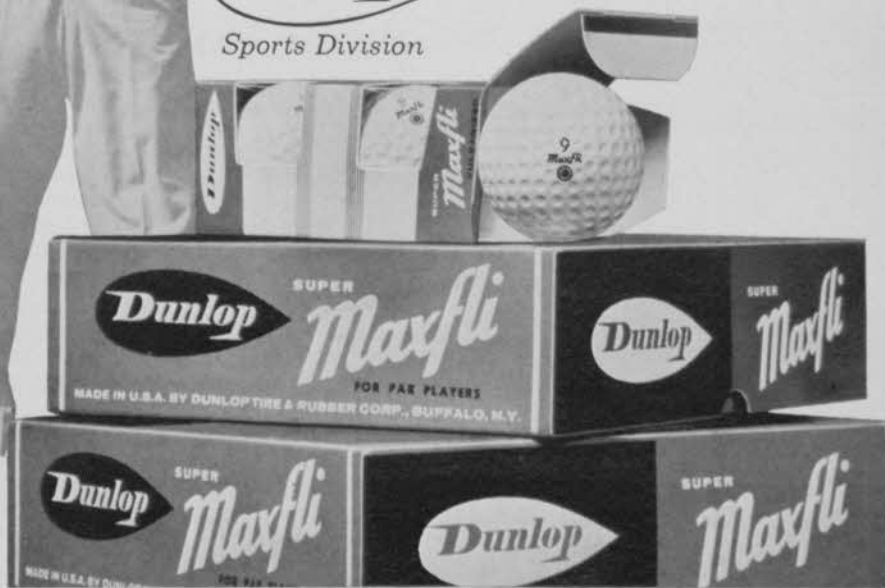
**WHITENESS.** No ball has a tougher or longer-lasting white finish! Chemically bonded to the ball itself, the Super Maxfli's resilient white armor stays pro-shop white hole after hole.

These are the main points of this year's Super Maxfli advertising — and there will be more Super Maxfli ads in 1962 than ever before! The ads sell...and the ball delivers. Keep well-stocked!



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Sports Division





Nic Belcastro, member of the Illinois PGA section, and Karin Dady stopped traffic at the world's busiest corner, State and Madison, as a buildup to the Chicago golf show.

### Learn in a Hurry

## Chicago 'Amateurs' Put on Pro Show Performance

"We knew we had all the shortcomings of amateurs when we went into the thing, but everything turned out so well that we came away with the impression that maybe it had been run by real pros."

That is how Ben Orloff, the managing director, summed up Chicago's first golf show and exposition, held in the Hilton Hotel, Apr. 16-18. Total attendance topped 15,000, with the remarkable thing about it being that the crowds kept getting larger on succeeding days. Often, at a performance of this kind, the on-lookers swarm in on opening day, but by the third day they have to be shanghaied off the streets to justify opening

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the doors. What probably made the show the success that it was, was that Chicago was attempting something of this kind for the first time, and quite an impressive cast of characters was working the teaching nets and giving clinics. This included Tommy Armour, Doug Ford, Chick Harbert and Chandler Harper.

### **Bigger Things Next Year**

Nearly 100 manufacturers and others with an interest in the golf business exhibited their wares. Persons attending the show were provided a dozen nets, two traps and a felt putting green, 12 x 20-feet, in which to test their swings and touch. According to officials, the nets were only about 50 per cent adequate. Next year it is planned to have at least 25 of them available. More instructors also will be on hand when the show is repeated in 1963.

Attendance at the show was thought to have been stimulated somewhat by the playing of the Masters the previous week. But by the same token this may have been offset to some degree by the fact that Chicago was treated to some unseasonably fine weather in mid-April, and persons who normally would have attended the show were out playing golf. At any rate, the exposition was a financial success.

### **Numerous Inquiries Received**

One of the most heartening things about the undertaking was the number of inquiries that manufacturers received in regard to playing equipment. Many persons who made the inquiries revealed that they weren't aware that there were pro lines of clubs in addition to the store lines with which they were well familiar.

Average daytime attendance at the clinics was about 1,000 and in the evenings, about twice this number.

The first day's headliner was Tommy Armour. Deciding that his audience was largely a primer one, Armour didn't stray far from the fundamentals. He dwelled on no more than six principles, interspersing all with the admonition, "Keep Your Head Still." When he got away from the tenets of teaching and discussed some of his better known students and his reputation as an instructor, the sage of Larchmont modestly allowed that his fame was enhanced by the fact that he had many uncommonly bright pupils.

"That's all it takes to make a Ph.D. out of a struggling teacher," Armour observed.

### **Good-Bad and Bad-Good**

Doug Ford introduced some new thoughts on the psychology of golf when he gave a rather detailed explanation of what he calls good-bad players and bad-good players and cited some of today's tournament performers who fit into one or the other category. A good-bad player, according to Doug, is a fellow who doesn't worry about style or theory but simply concentrates on hitting the ball to the most advantageous spot from which to hit his next shot. A bad-good player, he explained, is one who experiments too much, frets too much about style and eventually makes a mental basket case of himself.

Chick Harbert and Chandler Harper, the other two imported panelists, stuck pretty much to explaining and demonstrating the theory of swinging the different clubs. However, they did contribute some interesting asides on personalities in the game, the comparison of various types of courses, and the thoughts that go through a tournament player's mind under the many stresses to which he is subjected.

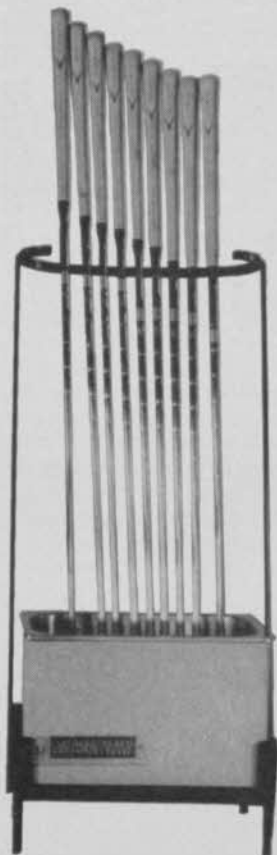
Assisting Orloff in organizing and running the show were the following members of the Illinois PGA: Harry Pezzullo, Mission Hills; Jack Bell, Medinah; Dan Taggart, Arlington CC; Felice Torza, Aurora CC; Guy Paulson, Old Elm; Elmer Schacht, Ridge CC; Steve Cmar, Sportsman CC; Dan Hawkins, Thorngate; and Charles Penna, Beverly CC.

A large number of Illinois members volunteered their services as instructors. These included Johnny Revolta, Stan Kertes, Frank Grimm, Red Dennison, Bill Ogden, Sam Bernardi, Lou Esposito and several others.

### **Form Semi-Private Association**

Semi-private course owners and operators in the southern part of New England have organized an association known as Go-Par, which will sell and promote the game. This will be done through the conducting of clinics, teaching of rules and similar activities. Fourteen clubs have joined the association to date. The organization is chartered in Rhode Island. J. J. Miller of Wampanoag GC, North Swansea, Mass., is president of Go-Par.

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# **Turf Questions ... and answers**

**FRED V. GRAU**



## **Not Tons of Fertilizer But Pounds of Food**

The place of nitrogen in American agriculture has been dramatized by the stories of the Indian showing the white settlers how to grow maize (corn) by planting a fish under each hill. With wood ashes from the campfire, the life-sustaining crop had a full diet of nitrogen from the decaying fish, phosphorus from the same fish, and potash from the wood ashes.

Authorities tell us that there are 75 million pounds of nitrogen in the atmosphere over every acre of land and sea. Why should growing plants suffer from nitrogen deficiencies in the midst of such abundance? The answer lies in the fact that the nitrogen in the air (nearly 70 per cent) is an inert gas that is as useless to grasses as sea water is to a thirsty man. A small part of nitrogen gas can be converted to forms useful to grasses by the action of bacteria such as those found associated with legume roots. Nature can store nitrogen in virgin soils rich in organic matter from whence it can be released to plants at a controlled rate. When the organic-rich soils have been depleted, we must find other ways to supply nitrogen to growing crops.

### **An Old Truth**

In 1931 there was published in The Bulletin of the USGA Green Section a "Dictionary of Fertilizers," probably the first authentic work of its kind in the turf field. The statement, "It (nitrogen) is the

most important fertilizer element in growing grass for turf purposes" cannot be improved on. The principal difference between now and 30 years ago is the fact that new, safe forms of nitrogen materials have been synthesized as the result of research findings and have been made available for use on turf. The newly revised edition of Turf Management by H. B. Musser (McGraw-Hill) has this to say (p. 22):

### **Key Element**

"Nitrogen is the key element in turf production . . . constant liberal supplies are essential . . . nitrogen may be added to soils in organic and inorganic forms and in synthetic urea-form compounds . . . The organic and urea-form nitrogen carriers undergo a much longer process of decomposition in the soil than inorganic forms before their nitrogen becomes available . . ."

Supts. and green committees constantly have been urged to calculate fertilizer needs well in advance of the growing season so that the needed funds can be provided in the budget and so that adequate supplies on hand will be assured.

In the interests of assisting clubs in figuring nitrogen needs for a season the following examples are presented. It will be noted that the unbiased generic figures are based strictly on actual nitrogen and not on fertilizer materials.

**Example No. 1** — An 18-hole golf course such as one would find in the cool-humid region of New England, New York or northern Pennsylvania.

	Pounds of Nitrogen
Greens — 18 — ave. 5,000 sq. ft. — Total	90,000 sq. ft.
Practice green and nursery .....	10,000 sq. ft.
	Total: 100,000 sq. ft.
7½ lbs. of actual nitrogen to 1,000 sq. ft. for the season usually is considered adequate .....	750
(Note: Calcium, phosphorus and potash must be supplied according to need, guided by soil tests)	
Tees — In area and in management, tees today are remarkably similar to greens .....	750
Fairways — 50 acres may be considered a reasonable approximation of fairway areas on most 18-hole courses; 175 pounds of nitrogen per acre for the season is a reasonable (low) figure for unwatered turf (Figure 220 lbs./A for irrigated turf) .....	8,750
Total for Unwatered Fairways	10,250
Total for Irrigated fairways	12,500

**Example No. 2** — An 18-hole golf course in the "Twilight Zone" such as Richmond or St. Louis, with bent greens and bermuda fairways.

Greens — 9 lbs. of nitrogen to 1,000 sq. ft. will compensate for the longer growing season .....	900
Tees — Essentially the same as in Example 1 .....	750
Fairways — Bermudagrass can utilize more nitrogen than bluegrass and fescue. 250 lbs. to the acre per year is minimum .....	12,500
Total	14,150

**Example No. 3** — An 18-hole course with improved Bermuda greens, tees and fairways.

Greens — 7,000 sq. ft. is believed to be a realistic figure for most Bermuda greens, plus nursery and practice green . . .	
140,000 sq. ft. 15 lbs. of N per 1,000 sq. ft. is less than many supts. use .....	2,100
Tees — About the same. Estimated .....	2,000
Fairways — 60 acres estimated — 400 lbs. of Nitrogen per acre not excessive .....	24,000
Total	28,100

### Make Own Estimate

Since each supt. has in his files a record of the exact acreage involved in the various parts of his course he can do his own calculation to fit his course. The examples given here are only rough guides.

It is extremely important that green chairmen and green committees become aware of the need to calculate fertilizer

needs on the basis of pounds of plant food rather than so many "tons of fertilizer." When it is known that a course will need 10,000 pounds of nitrogen during the next season, for example, purchases can be made on a sound, technical basis with provision made in the budget for the expenditure. (Note: pounds of P and K

*(Continued on page 132)*

# In 1922 MacGregor was





# already 25 years old

## EVEN WHEN MOONS AND MAXWELLS WERE POPULAR CARS MACGREGOR CRAFTSMEN WERE MAKING BETTER GOLF CLUBS

Forty years ago—remember? In that Golden Age of sports, streetcars traveled city streets, rag jazz was the music and golf was fast becoming the rage. Golf equipment then? Players could depend on MacGregor just as they do today. Each year MacGregor golf equipment improves, but this also is important: MacGregor quality remains constant. The reason: generations and generations of experience.

For instance, the art of creating golf clubs takes years to acquire. There is no way to hasten the apprenticeship. Quality clubs must have the touch of hands that have touched a thousand clubs. There can be no shortcut to quality. That is why there will always be MacGregor clubs. Their quality keeps faith. Examine your MacGregor clubs right now, carefully, as our artisans do. You'll see what we mean. You'll know why top golfers, professional and amateur alike, depend on MacGregor golf equipment.

### The roster of some of the men who make the 1962 clubs that continue to build our reputation...

*Pictured from top to bottom*

- Don Arnold**—Club Assembly Dept. foreman joined MacGregor 1919
- Clarence Custenborder**—Golf Plant Superintendent joined MacGregor 1919
- Lester Holtboight**—Wood Club Sanding Dept. artisan joined MacGregor 1919
- Roy House**—Custom Assembly Dept. foreman joined MacGregor 1919
- Bob Lysaght**—Golf Plant manager joined MacGregor 1926
- Grover O'Connor**—Model Maker and Custom Wood Club Maker joined MacGregor 1901. That's right, 1901!
- Bill Smeal**—Wood Club Finishing foreman joined MacGregor 1918

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# Curtis Creek's Volunteers

*Golfers Pay Part of Their Way at This Indiana Course by Pitching in to Help With Maintenance and Building Chores*



Curtis Creek clubhouse as seen from beyond the ninth green.

Curtis Creek CC in Rensselaer, Ind., probably is typical of many small town country clubs in the U.S. There may be as much golf per member played here as at any place you can name, and the golfer has to partly pay for his play by donating workdays. This scheme has been traditional since the Indiana club was founded some 40 years ago. It was accented, or perhaps doubly accented, through the Depression years when the course had to be contracted from 18 to 9 holes and members had to increase their quota of donated labor to keep their property from going under the hammer at a sheriff's sale.

Just last summer, in fact, Curtis Creek's volunteers were called upon to chip in their labor at what at many clubs might be considered above and beyond the call of obligation. Bob Clarke, the supt., was injured quite seriously and wasn't able to return to work for about twelve weeks. His maintenance crew of three men with the aid of members not only kept the course in shape, but in extraordinarily fine shape despite the threat of wilt and other ailments that can beset

turf during the hot months.

## Here's What They've Done

Over the years, members of the Rensselaer club have done these things: Practically built their course from scratch; Erected the original clubhouse 30 years ago and later added wings to it; Painted the clubhouse inside and out every four or five years; Transferred enough stolens from nurseries to greens to cover at least half of the state of Indiana; Reclaimed the second nine around 1946 after it was sold and put into pasture land in the '30s; Built and repaired bridges; and installed an irrigation system that today covers practically all of the 18 holes.

If there is anything that is missing from this list that can be done on a golf course, it probably has been taken care of by the Curtis Creek volunteers. The only reason it is omitted is because somebody forgot to mention it.

Does anyone find time to play golf here?

Yes, a great deal of it! Curtis Creek has about 250 members, most of whom live in Rensselaer, about 10 minutes away.